

Syllabus: “Personal Branding”

International School, Summer Term 2025
Catharina Wassink, Economist, MBA Marketing Specialization

“Building a stronger, authentic version of yourself”

(a) Inhalt und Ansatz | Content and Approach

- In today's competitive job market, standing out is essential. This course introduces students to the theories and practical skills needed for personal and professional success, with a focus on the "Knowing and Being" philosophy. The course aims to teach students how to present themselves effectively in various contexts, ensuring they stand out for their quality and professionalism.
- Key Topics:
 - Personal Branding: Shape your career and personal life by defining and communicating your unique value proposition.
 - Knowing and Being: Develop self-awareness and adaptability to excel in professional and social contexts.
 - Practical Skills: Improve public speaking, build a standout CV, master business etiquette, and manage your digital presence.
- Enhanced learning components:
 - Case Studies and Guest Speakers
 - Workshops and Simulation Exercises
 - Structured Feedback Sessions
 - Digital Presence Module
- This course will be conducted as in-person sessions. Students are required to have at least an advanced level of English to fully engage with the course.
- Completion of assignments and regular attendance (minimum 80%) are mandatory for assessment. Completing assignments on time is essential for mastery of course content and for awarding extra credit.
- Students will be awarded 3 ECTS credits upon successful completion of the course. Regular attendance (minimum 80%) is required to be eligible for the exam.
- All participants are required to register for the course via Stud.IP, where all course materials will be available. If you encounter issues registering via Stud.IP, contact Catharina Wassink at CatharinaWassink@gmail.com. **Note:** The teaching materials on Stud.IP do not replace class attendance, as not all content will be covered.

(b) Qualifikationsziele | Learning Objectives

- By the end of the course, students will:
 - Create and effectively communicate their personal brand.
 - Adopt habits that increase productivity and success.
 - Improve communication skills, including public speaking and body language.
 - Build outstanding resumes and excel in job interviews.
 - Master business etiquette for professional and social interactions.
 - Optimise time management to reduce stress.
 - Manage their digital presence, particularly on platforms such as LinkedIn.

- Develop and deliver a persuasive personal pitch.

(c) Kursstruktur | Course Structure

- 2 weekly lecture hours
Thursday 15:00-16:30 | Room H 0112

(d) Kontakt | Contact

- Email: CatharinaWassink@gmail.com | +49 152 06573863

(e) Studien- und Prüfungsleistungen | Course Assessment

- Assessment: 50% written test, 50% personal pitch talk.
- Examination date: 09/07/25; Written test 8:00; Personal Pitch Talks (individually) 10:00-19:00.
- It is required to register through QIS during 16/06/25 and 29/06/25 for assessment.
- 3 ECTS